



**COLLEGE HILL**  
GROWING SUPERMARKET BRANDS

### Why College Hill Agencies?

*“Your brand will grow faster, with more success and greater profitability.  
You will receive better feedback and understanding of the market and  
your company will benefit from our quality relationships”.*

Brian Phillimore. College Hill Agencies, Managing Director

# COMPANY INTRODUCTION

**In Brief**

## Key Staff



### Brian Phillimore

*Managing Director*

Brian acquired College Hill Agencies in 2004 and brings more than 30 years commercial experience in sales, financial and general management. Brian has a BCom C.A and as a graduate of the Icehouse owner/manager course he brings a passion and enthusiasm for profitable business growth.



### Richard Clulee

*General Manager*

Richard brings 20 years experience in various aspects of the Grocery industry, five years as a New World Owner Operator and 13 years with College Hill Agencies. Having completed an MBA gives Richard the ability to blend current business thinking with practical experience.

## Team

Our team of 11 Senior Territory Managers, supported by full time and part time merchandisers is amongst the most experienced in the industry. In addition we manage major clients on a regional basis.

## What our Principals say

*"Working with College Hill has been one of the key factors in our success to date."*



*"We have increased our brand awareness within the trade at retailer head offices and also in stores. The level of effort that Anstiss (College Hill) have put into Coopers is reflected in strong dollar sales growth year on year and also in continued gains in market share."*

*"Changing agencies was a big decision but one we wish we had made much earlier."*



*"They have been our retail broker since inception and have been instrumental in taking our Babyfood range from 1% market share to its current 36% share."*

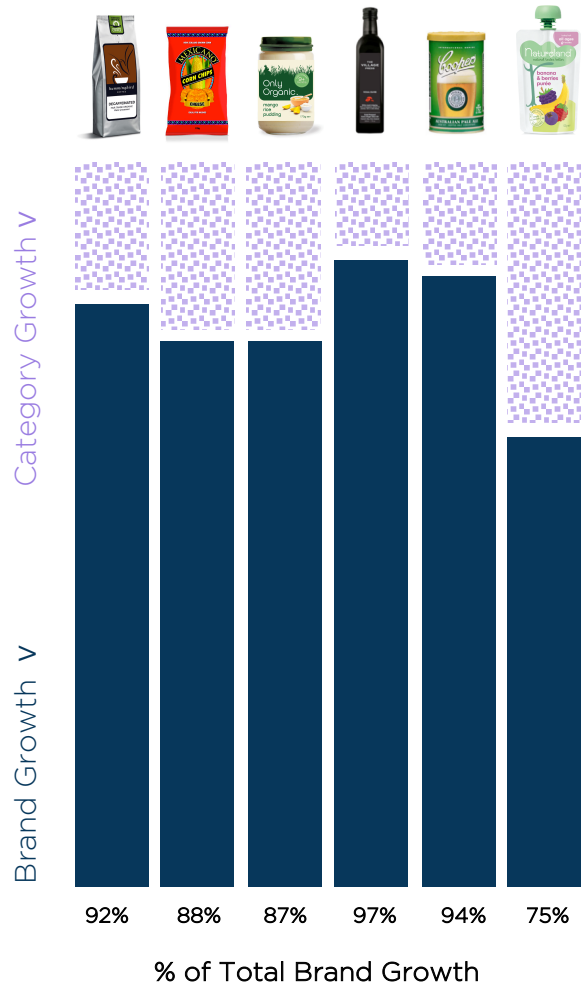
*"I can recommend working with the team at College Hill if your organisation values fresh thinking."*



*"As a company they have a thorough understanding of the FMCG market and its nuances. Furthermore the calibre of its staff reflects the ethos of the company and the values by which it operates."*

## Our Performance

Our brands experience category beating growth:



## How do we do it?

### Sales as art – not science

We sell as a team. Territory managers are responsible to maintain relationships and make decisions in the best interest of all parties. Our Territory Managers and Head Office team work together to get results at shelf and ranging leading to wins for our brands. Soft skills are valued along with ongoing training and development.



### Focus

Team is encouraged to develop strategies towards the primary goal. Increased sales and profitability. Monthly priorities help guide directed effort. Less compliance, more action, better results.

### Collaboration

It is always our goal to work in partnership with the brands we represent. We want to believe in the brand and the strategy so we look to work on helping to develop these aspects of the relationship. Communication is two ways. Our team is your team. We look to reduce silos and barriers to success.

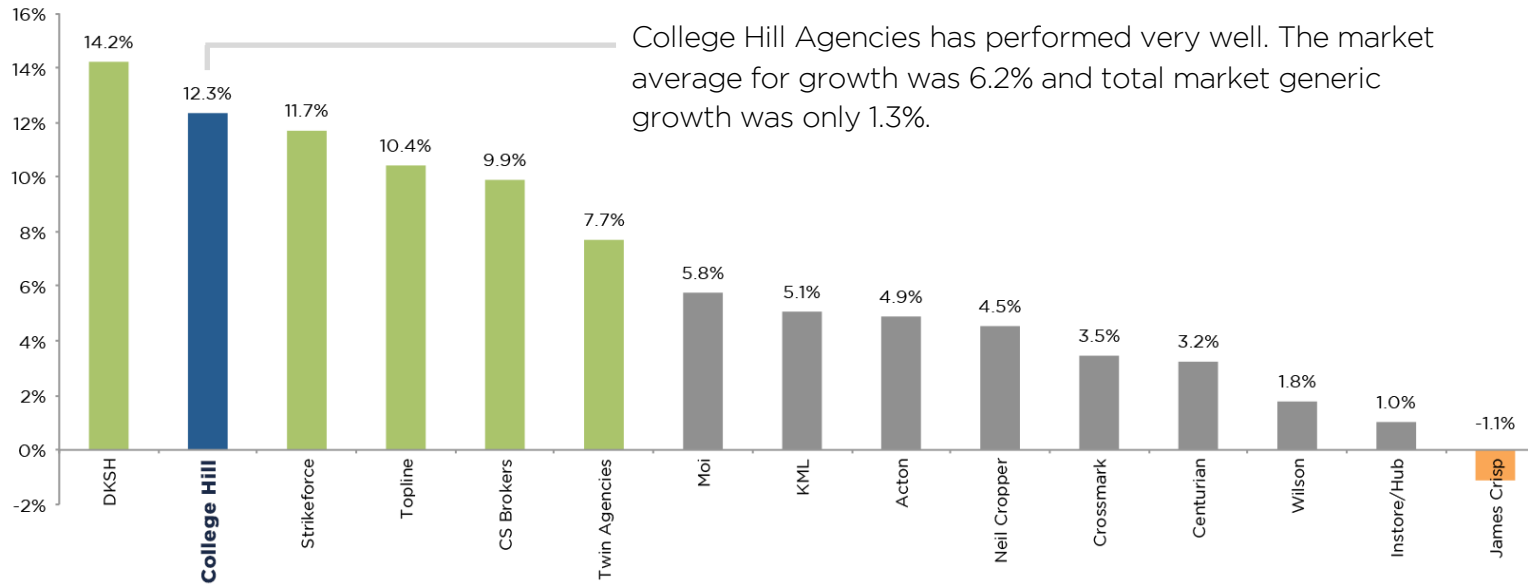


### Innovation

We have developed customised technology solutions to support our team. We believe in a push approach to data. Information is made available on the cloud which frees our Territory Managers to increase sales and enhance relationships.

## What about the others?

Overview of major grocery sales brokerage firms operating in the NZ market. Portfolio Growth average over two years.



## What can we do for you?

- ✓ **Create Value** – Return growth to better than category average. Increase market share to 15%.
- ✓ **Strengthen the brand** – In Wellington and Auckland markets in particular.
- ✓ **Increase sales** – We will analyse your current sales and agree on an increased target.
- ✓ **Fresh approach** – Revitalise the brand at retail level. Sharpen the offer. Re-focus the trade.

# THANK YOU.



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Brian Phillimore: [brian@cha.co.nz](mailto:brian@cha.co.nz). 027 441 9050. Richard Clulee: [richard@cha.co.nz](mailto:richard@cha.co.nz). 027 543 5323